

**26 Oct 2009.** Having an excellent publication team is indeed a bonus factor in directing CMLHS towards the expansion of knowledge through publication. Realising the fact, the Publication Unit of Centre for Modern Languages & Human Sciences (CMLHS), headed by Asar Abdul Karim, organized a Writing Workshop for academic staff. The course was facilitated by Fauzul Na'im Iahak from Book Pro Publishing Services, one of the established training and consultancy companies in book publishing. The aims were to encourage academia to write on potential areas of expertise and to enhance the quality of the book published. Having vast experience in publishing services, he was willing to share his expertise and experiences in dealing with publication and book publishers. The participants had a productive opportunity to listen to his explicit explanations on effective ways and strategies in writing books, copyright issues, creative thinking in writing, the KJ Method, marketing strategies and the motivation that academicians should possess to be successful writers. The workshop was honoured by the attendance of the Dean himself, Prof Dr Abd Jalil Borham, throughout the one-day session.

## Writing For Purpose

*Ahmed Fazullah  
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